1: Glacken E-5 (1951-1952) 1953 AC7 Okinawa AC7

249 forced a return to crushing the cane by the use of rollers driven by a horse at the end of a sweep. Before the war, Matsuda had
423 sugar mills driven by machinery. Mills may either be village
[427] owned, as in Hanashiro, or owned by small co-operatives, like that in Matsuda whose members rent it to others when not using it themselves.

443 Village stores generally occupy the front part of a family's
[407] living quarters. They are operated mainly by women. A woman past middle age sitting on the floor of her shop, talking with visitors or reading the paper, is a familiar sight in an Okinawan village. A village may have several tiny stores. They do not compete with one another in the commercial sense of the word. Prices are the same. Their inventories are the standard ones. The chief differences are in size and variety. Some sell the strong alcoholic
[373] drink (awamori) called sake in Okinawa.

Each storekeeper has a clientele of friends and relatives, but one is not under social obligation to repeatedly trade at the same place. Relatives sometimes own adjoining shops. In Japan,
[171] it is said that once a person starts trading at a shop he continues to do so. To switch would deprive the shopkeeper of business that could be counted on, and imply dissatisfaction with the service rendered. The first purchase creates mutual obligations between the storekeeper and his customer which are not broken casually.[1] This is not the case with these village stores. One patronizes the shop that is convenient, that is open when one wants to buy, that has the desired article. There is an informal atmosphere and lack
[434] of bustle in these tiny shops because so many are operated for supplementary income by wives or female relatives of the breadwinner.
[404] A wife may sit in her shop, as I have often seen her in Minatogawa, taking care of her baby, sewing on her treadle sewing machine, and interrupting her work when necessary for a customer. The cash involved is small, often only a few yen, and money is carefully accounted for. These shops satisfy a surprising amount of the village demand for food, food supplements, notions, clothing, and household goods. Larger, more expensive, or more specialized items such as books, suits, furniture are in the towns like Itoman or Naha in the south, or Nago and Ishikawa in the north.

An inventory of one of these village stores indicates the types of articles in frequent and constant demand. In one typical store in Minatogawa the following purchases could be made:

Foods

[262] Starch
[271] Condensed milk for children

1 I was told this by Japanese and by Nisei who were in Japan during the occupation. I do not know how widespread or how characteristic this practice is of all retail trade there.